

LET'S ALL PULL TOGETHER

.... AND —

*Keep*  
**ALBERTA**  
*in the Lead*

**VOTE  
SOCIAL CREDIT**

It's time to win another Victory over  
the reactionary forces of financial or-  
thodoxy and the champions of bureau-  
cracy and state dictatorship.

•

YOU DID IT BEFORE!  
YOU CAN DO IT AGAIN!

# The Social Credit Platform

---

1. **WAR AND PEACE EFFORT:** Social Crediters were **FIRST** in Canada to urge the full utilization of money, materials and manpower for the all-out prosecution of the war. This policy, inaugurated in September, 1939, will be carried forward by your Social Credit Government in its aggressive program to **WIN THE PEACE**.
2. **AGRICULTURE:** The Government's progressive agricultural policies will be still further developed to provide even greater benefits to our basic industry. Our program for the future includes further crop, livestock and seed improvement measures; broader extension services and farm management training; farm home modernization and electrification; expanded and specialized agricultural education; soil surveys and further chemurgic research; encouragement to co-operative purchasing and manufacture of farm machinery; further extension of existing services to provide farm machinery repairs and parts at reduced prices; continuation of the fight for parity prices and reduced freight rates; continued efforts to achieve security of land tenure.
3. **HEALTH AND PUBLIC WELFARE:** Alberta leads all other Provinces in providing Health Services for the people. Our Objective: Complete, non-contributory preventive and curative hospital and medical services for all. Nutrition and physical fitness health education; school and traveling clinics; complete Health Unit service throughout Alberta. A healthy body is our greatest asset.
4. **EDUCATION AND VOCATIONAL TRAINING:** New School Grants Act to relieve local tax burden. Increased annual scholarships awarded for ability. Composite High Schools, graded rural schools. University expansion and Junior colleges. Extended adult education facilities. Revised, modernized curricula. Provision of free school text books. Vocational training for veterans and returned war workers, utilizing camp buildings and equipment. Alberta already leads Canada in the educational field, and a Social Credit Government will maintain this leadership. Education for life—and living.
5. **LAND FOR RETURNED MEN:** More than 1,500,000 acres of Crown Lands have been set aside for returned men. The Social Credit Government's policy permits the settler to operate tax-free and rent-free for three years; to pay one-eighth of crop for seven years; and then obtain clear title to the farm. Preferential treatment for veterans wishing to occupy new, irrigable lands.
6. **HOMES FOR THE PEOPLE:** Your Social Credit Government has already initiated a province-wide home-building program designed to enable every Albertan to own his own home. The mortgage insurance feature assures clear title to dependents should the home-owner suffer permanent disablement or death. **A MODERN HOME FOR EVERY ALBERTAN.**

# IMITATION IS THE SINCEREST FORM OF FLATTERY

Lacking a constructive program of their own, opponents of Social Credit put forward the Social Credit Government **ACHIEVEMENTS** as their election promises. This is **PICKPOCKET POLITICS**, as the following summary shows:

**WAR EFFORT:** Social Crediters demanded all-out participation in September, 1939, when socialists demanded "no participation."

**POST-WAR RECONSTRUCTION:** The Social Credit Government established a Post-War Reconstruction Committee and a Reconstruction Fund, reorganized the Research Council of Alberta, initiated soil, power, industrial and housing surveys and appointed a Veterans' Welfare and Advisory Commission.

**HEALTH AND PUBLIC WELFARE:** Recognized as the best in Canada, Alberta's public health program includes free polio, tuberculosis and cancer treatment and care; free maternity hospitalization; expanded District Nursing and Health Unit services. Your Social Credit Government also organized the Dept. of Public Welfare, to bring welfare services under organized administration.

**EDUCATION:** All Canadians praise the Alberta Educational System, created by the Social Credit Government. The results speak for themselves.

**OLD AGE PENSIONERS:** Our aged citizens give credit to your Social Credit Government for pensions increases and the removal of restrictive measures. Alberta leads in Old Age Pension reform.

**HOUSING:** In 1940, the Social Credit Government introduced Alberta's first housing legislation. Encouragement has been given to Co-operative Housing Associations and a province-wide housing program has been initiated.

**LABOR LEGISLATION:** Labor authorities recognize Alberta's Labor Legislation as the best in Canada. Your Social Credit Government introduced these laws, and will administer and amend them to labor's advantage.

**PUBLIC WORKS:** The Social Credit Government's pay-as-you-go program of road building has provided thousands of miles of new and improved roads without incurring public debt.

The foregoing are some of the many Social Credit achievements which our opponents offer as their election promises.

**LET THEM FOOL THEMSELVES**

**But**

**DON'T LET THEM FOOL YOU!**

# A Platform for Democracy

---

7. **INDUSTRIAL DEVELOPMENT:** The Social Credit Government has already taken active steps to prepare for industrial conversion from war time to peace time production. Its policies will assist local industrial development to provide:
  - a.—More local processing plants for Alberta products;
  - b.—Greater employment opportunities for Alberta citizens;
  - c.—Lower prices through elimination of costly freight charges on raw materials going East for processing and the manufactured goods being shipped West.Intensive development of the tourist industry. Market research and development of existing industry. **BIGGER PAYROLLS FOR ALBERTANS.**
8. **RURAL ELECTRIFICATION:** The Social Credit Government has already taken steps to bring "**MORE POWER TO THE FARMER.**" Surveys on rural electrification are already under way and at the last Session the Government established the Alberta Power Commission.
9. **LABOR RELATIONS:** Alberta's Social Credit Government leads all Canada in progressive labor legislation, including statutory recognition of labor's right to organize and bargain collectively; male and female minimum wages act; an up-to-date industrial conciliation act; a modern apprenticeship act and the recent Labor Welfare act. The Social Credit Government is determined to maintain its lead in this field through:
  - a.—The just administration of all labor laws;
  - b.—The encouragement of joint labor-management councils;
  - c.—Co-ordinated school-shop apprenticeship training;
  - d.—Fair and equitable wages for all workers;
  - e.—Encouragement of the principle of holidays-with-pay.
10. **PUBLIC WORKS:** The practical policy initiated by the Social Credit Government of systematically building an adequate highway and rural road system to serve all parts of the Province, without incurring public debt, will be vigorously extended as rapidly as war-time restrictions, shortage of manpower, equipment and materials can be overcome. Progressively increased grants for market roads to Municipal Governments.
11. **FINANCE:** Your Social Credit Government will continue its fight against the private monopoly of Finance to secure for the people effective control over money and credit, to the end that every citizen will be provided with sufficient purchasing power to ensure social and economic security, with freedom. Refunding of the public debt in terms fair and equitable to all; continuation of our pay-as-you-go financial policy, thus saving the people from intolerable debt and interest burdens.
12. **A SQUARE DEAL FOR RETURNED MEN:** Complete and sympathetic assistance for all veterans; civil service preference; assistance in training for peace time occupations; advisory and guidance services for all returned men and dependents of those still overseas. They fought for us. We fight for them.

# A Square Deal for our Fighting Forces

## Representation

•

Provision is being made to enable Alberta men and women serving in His Majesty's Forces outside the Province to elect

### THREE ACTIVE SERVICE REPRESENTATIVES

to the Legislative Assembly of Alberta. This assures our service men and women an effective voice in the

### PROVINCIAL LEGISLATURE

## And for our Returned Men

## Rehabilitation

•

Alberta's Social Credit Government LEADS all Canada in preparation for Post-War Reconstruction, Rehabilitation and Re-Establishment. An Active Post-War Reconstruction Committee backed by a Post-War Fund has been augmented by a

### VETERANS' WELFARE AND ADVISORY COMMISSION

composed of veterans—working for veterans and their dependents. Alberta ALWAYS leads!

# YOUR SOCIAL CREDIT CANDIDATE



**JAMES HARTLEY**  
**Macleod Constituency**

A veteran of the last war and active in war veterans' affairs. He has represented this constituency since 1936. Deputy Speaker of the Legislative Assembly, a position he has filled with distinction and which is indicative of the esteem in which he is held by his fellow members. Jim Hartley has been a keen fighter in the cause of Social Credit and democratic reform ever since the birth of the movement. Support him on August 8 to continue the great work he has been doing.

---

**Your Franchise Was Bought With Blood! Use It!**

**Be Sure To Mark Your Ballot Correctly**

Place the Figure 1 after the name of **JAMES HARTLEY, Your SOCIAL CREDIT CANDIDATE.**

**MAKE NO MISTAKE—VOTE**

HARTLEY, James, Social Credit	1

**PLAY SAFE! VOTE SOCIAL CREDIT**

